EXECUTIVE BUSINESS CASE

The cost of inaction

What every quarter on manual voice operations costs — and why the math only gets worse the longer it's deferred.

70%	~$25	8–15%	~40%
Shift lost to idle	Per connected call	Connect ceiling	CRM decay / year

The status quo is not free

Every outbound and inbound team carries a hidden overhead that never appears on an invoice — idle ring-time, manual CRM hygiene, and headcount that scales linearly with ambition. It doesn't show up as a line item, so it's easy to defer. It is still paid, every quarter, in full.

What one quarter of waiting costs

Hidden cost	Every quarter you wait
Idle ring-time	70% of every paid shift spent on tones, voicemails, and manual entry.
Missed speed-to-lead	After-hours and overflow leads go to voicemail and rarely convert.
Linear headcount	Every growth target becomes a hiring and onboarding problem.
Data decay	~40% of CRM records rot per year; the pipeline becomes a system of guesses.
Compliance exposure	No automatic paper trail — one missed opt-out is a five-figure fine.

The gap widens

This is the gap between your system of record (which stores everything) and your system of action (which makes the calls) — filled today by human middleware. It compounds: each campaign needs new hires, data keeps decaying, and competitors are already closing it. Gartner projects $80B in contact-center labour savings from conversational AI by 2026.

The decision

Finn closes the gap as a usage-based line item — pay per minute of conversation, not per seat. Independent payback is under six months (Forrester), 60–90 days in practice. The alternative isn't zero cost; it's paying the swivel-chair tax for another quarter.

Build the business case — book a demo at www.hirefinn.ai/bookademo

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